

Improved Registration Workflow Coming to SAM.gov May 26

Beginning on May 26, 2023, there will be improvements to the start of the SAM.gov registration workflow. The changes may be noticeable to returning or frequent SAM.gov registrants, but likely won't be significant for those registering for the first time.

First, when you start a new entity registration, you will be asked two questions that will help determine how you want to use your SAM.gov registration (what we call the "purpose of registration"). Next, you will see a personalized recommendation for your registration option based on how you answered the questions. Finally, you will be able to compare the other options to your recommendation and make the choice that fits your organization's goals.

If you are updating an existing registration, you will also answer the two new questions about how you want to use your SAM.gov registration. Next, you will see the registration table with your current registration option highlighted. You can change that option or continue with your current option.

Whether you are registering for the first time or updating, you will only be asked the new questions once. On future updates, you won't see the questions.

Why is this changing?

We've heard from new and experienced registration users that it's hard to understand the difference between the options on the current Purpose of Registration page. The new questions and the table allow SAM.gov to make a personalized registration recommendation. We have simplified the language, created a way to compare registration options side by side, and added on-page help. We hope this change will help you choose the best registration option more confidently.

What else do I need to know?

- Your answers to these two questions are not recorded on your entity record and are anonymous.
- No matter how you answer the questions, you can choose any of the options you see.
- You only need to answer the questions once per entity. When you update or renew in the future, you won't have to answer them again.

You can view and test the new pages in our test environment now. Go to alpha.SAM.gov, create a user account or sign into an existing account, and start a new entity record to view the new pages.

We want your feedback! If you want to share what you think of the new pages, send your thoughts to samtesting@gsa.gov or use the feedback tool at the bottom of every SAM.gov and alpha.SAM.gov page.